

## Message Text

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PAGE 01 STATE 041043  
ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 USIA-15 CU-06 SS-15  
SP-02 /057 R

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-----045419 170515Z /23

R 161542Z FEB 78  
FM SECSTATE WASHDC  
TO AMEMBASSY NEW DELHI  
INFO AMCONSUL BOMBAY  
AMCONSUL CALCUTTA  
AMCONSUL MADRAS

UNCLAS STATE 041043

E.O. 11652: N/A

TAGS: BEXP: IN

SUBJECT: FY'78 CCP - WCAG FIRST QUARTER ASSESSMENT

REF: NEW DELHI 1022

1. SUMMARY: EMBASSY/CONSULATES HAVE PROVIDED CONSISTENT  
SUPPORT AND INITIATED APPROPRIATE ACTIONS TO ACHIEVE OVER-  
ALL U.S. ECONOMIC AND COMMERCIAL OBJECTIVES IN INDIA.  
CAMPAIGN ACTIONS WERE SUBSTANTIALLY ACHIEVED. THE NOTABLE  
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EXCEPTION BEING THE CANCELLATION OF THE EIPT TRADE MISSION  
SCHEDULED DURING JANUARY 1978.

2. SECTION III - CAMPAIGN DEVELOPMENT

(A) COMPUTER PERIPHERAL EQUIPMENT: WCAG NOTED AN APPARENT  
ERROR ON PAGE 7 WHICH CALLS FOR CATALOG SHOWS TO BE HELD

DURING OCTOBER 1979. WCAG PROPOSES THAT THE CATALOG SHOWS BE SCHEDULED DURING SEPTEMBER/OCTOBER 1978. IF EMBASSY CONCURS WITH SUGGESTED TIMING, THE MARKET RESEARCH DATED JUNE 1976 MUST BE UPDATED AND SUBMITTED TO USDOC BY MARCH 30, 1978, OR A MINIMUM OF 6 MONTHS PRIOR TO THE EVENT. AN ACCEPTABLE ALTERNATIVE ACTION WHICH COULD MAKE AN IMPACT ON THE MARKET POTENTIAL FOR THIS PRODUCT

CATEGORY WOULD BE POST INITIATED SHOWINGS OF FILMS/VTRS THAT MAY BE OBTAINED THROUGH USIA, (SEE USIS NEW DELHI OM 411 DATED SEPT. 14, 1977). EMBASSY IS REQUESTED TO CONSIDER AND COMMENT ON THE FEASIBILITY OF THESE SUGGESTIONS.

(B) PRINTING AND GRAPHIC ARTS EQUIPMENT: WCAG NOTED THE EXCELLENT AND CONTINUING COORDINATION OF USIS. THE FILMS AND VTR SUPPLIED BY USIA WILL ADD TO THE EFFECTIVENESS OF THIS CAMPAIGN. THE COMPREHENSIVE ARTICLE PUBLISHED IN THE NEWSLETTER WAS ALSO NOTED. POST CONDUCTED MARKET RESEARCH WAS RECEIVED, REPRODUCED AND DISSEMINATED TO 18 TRADE ASSOCIATIONS DURING THE MONTH OF OCTOBER. A SYNOPSIS OF THE RESEARCH WAS PREPARED FOR PUBLICATION IN COMMERCE AMERICA.

(C) ELECTRONICS AND COMMUNICATIONS EQUIPMENT: ALTHOUGH THE EIPT CATALOG SHOWS HELD DURING FY'77 WERE COMPLETELY UNCLASSIFIED

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SUCCESSFUL, THE DISAPPOINTING SUPPORT AND INTEREST FROM U.S. INDUSTRY NECESSITATED CANCELLATION OF THE JANUARY 1978 TRADE MISSION. WCAG NOTED THE TRADE AND INVESTMENT OPPORTUNITIES SUBMITTED IN CONNECTION WITH THIS CAMPAIGN, PARTICULARLY THE FOLLOW-UP REPORTING AND STATUS OF PROCUREMENT FOR THE MULTI-MILLION DOLLAR INSAT PROJECT.

(D) CHEMICAL INDUSTRY EQUIPMENT: WCAG NOTED THE EFFECTIVE USE OF THE COMMERCIAL NEWSLETTER TO PROMOTE THIS CAMPAIGN AND THE CONSISTENT TRADE AND INVESTMENT OPPORTUNITY REPORTING.

(E) MINING, EARTHMOVING AND CONSTUCONSTRUCTION EQUIPMENT: FOLLOW-UP REPORTING ON THE KUDREMUKE PROJECT, ALONG WITH OTHER REPORTS PERTAINING TO THIS CAMPAIGN CONSIDERED EXCELLENT. THE ANNUAL COAL REPORT WAS DISSEMINATED TO APPROPRIATE TRADE ASSOCIATIONS.

(F) HOSPITAL, HEALTH CARE AND BIO-MEDICAL EQUIPMENT: NO DEFICIENCIES NOTED.

3. SECTION IV: OTHER SPECIAL POST EFFORTS

(A) OVERALL REPORTING ON THE PETROLEUM SECTOR CONSIDERED EXCELLENT, PARTICULARLY THE TRADE OPPORTUNITIES RELATED TO THIS SECTOR. USDOC WILL DISSEMINATE THE 1977 ANNUAL PETROLEUM REPORT TO APPROPRIATE TRADE ASSOCIATIONS.

(B) REPORTING RELATED TO THE IMPLICATIONS OF FERA PARTICULARLY USEFUL IN DEVELOPING A SENSE FOR THE INDIAN

INVESTMENT CLIMATE. NEW DELHI A-177 AND EXTENSIVE REPORTING ON IBM AND COCA COLA PARTICULARLY USEFUL. USDOC NOTED THE INITIATIVE OF EMBASSY/CONSULATES IN RELATION TO THE GOI TENDERS FOR GAS TURBINES AND ASSISTANCE PROVIDED TO WESTINGHOUSE REPRESENTATIVES. VANCE  
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Sheryl P. Walter  
Declassified/Released  
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